



# THE MARKETING MEMO

***February 2006***

**Marketing Branch**

**Division of Marketing Services**

**California Department of Food and Agriculture**

**1220 N St., Sacramento, CA 95814**

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## ***PROGRAM ISSUES***

### **UPCOMING REFERENDA**

Several referenda are being held during February for the following programs. Please contact the economist/analyst assigned to the program if you have any questions.

<b>Board</b>	<b>Referenda Type</b>	<b>Voting Deadline</b>	<b>CDFA Analyst</b>
Lodi-Woodbridge Winegrape Commission	Continuation	February 15, 2006	Kathy Diaz
California Avocado Commission	Continuation	February 28, 2006	Dennis Manderfield
California Fresh Fig Promotion Program	Implementation	March 2, 2006	Dennis Manderfield
California Raisin Marketing Program	Continuation	March 24, 2006	Glenn Yost

## ***ADMINISTRATIVE ISSUES***

### **FORM 700 PACKETS SENT:**

The Marketing Branch mailed the Form 700 packets out to all marketing orders, agreements and councils in order to distribute to members and alternates of the respective programs. If you did not receive a packet, please contact Beth Jensen here at the Branch. Please note that marketing orders, agreements and councils with budgeted expenditures below \$120,000 were not mailed a Form 700 packet, since the Department's Conflict of Interest Code excludes those individuals from filing.

### **ETHICS TRAINING CERTIFICATION PROCEDURES FOR MARKETING ORDERS, AGREEMENTS, AND COUNCILS:**

Just a reminder that marketing orders, agreements, and councils are required to complete ethics training. First time appointed members and alternate members must complete the training and file a certification with your program within six months of assuming their position. All other members and alternates need to complete ethics training and file the appropriate certification every two calendar years thereafter. Program Executives must retain the signed original certificates. Please note that CDFA does not collect this information from commissions, even though commission members and alternates are required to complete ethics orientation.

For programs that completed this training in 2003 it is now time to complete the updated training. The Branch is in the process of obtaining copies of the training materials in CD format. We will forward the training materials to all Marketing Orders, Agreements and Councils once we receive them. For programs with internet access, this training can also be completed at the California Attorney General's website: <http://caag.state.ca.us/ethics/index.htm>

If you have any questions regarding the process, please contact Beth Jensen at the Branch, 916-341-6005, or email: [bjensen@cdfa.ca.gov](mailto:bjensen@cdfa.ca.gov).

#### **TABLE OF DUE DATES:**

As a reminder of upcoming due dates, we are providing the following Table. Please call your Economist/Analyst at 916-341-6005 if you have any questions.

<b>TABLE OF DUE DATES</b>		
<b>Item</b>	<b>Applies To:</b>	<b>Due Date</b>
<b>Quarterly Contract Report</b>	Marketing Orders, Agreements and Councils	<b>Qtr 4, 2005</b> <b>Was Due: January 31, 2006</b> (October – December 2005)
		<b>Qtr 1, 2006</b> <b>Due: April 28, 2006</b> (January – March 2006)
<b>Ethics Training</b>	Marketing Orders, Agreements and Councils	Members must complete the training in the time frames below and submit the certification to their marketing program executive: <ul style="list-style-type: none"> <li>• New members: within six months of assuming their position.</li> <li>• Continuing members: every two calendar years.</li> </ul> <b>Program Executives must retain the signed original certificates. A list of board members and alternates with the dates they completed the orientation, must be sent to Beth Jensen of the Marketing Branch</b>
<b>Member Lists</b>	Marketing Orders, Agreements, Councils, and Commissions	As soon as possible after any changes. Please be sure to include individual contact information: addresses, phone numbers and e-mail addresses.
<b>Financial Audits</b>	Marketing Orders, Agreements and Councils	Three copies due to Branch 30 days after completion.

#### **GENERAL INFORMATION**

#### **POLICY MANUAL REVISION COMMITTEE MEETING:**

The Marketing Branch held the seventh meeting of the Policy Manual Revision Committee on January 27. It was a very productive meeting with great participation by the attending committee members.

The Branch is close to completing this important project. A "Lawyer Day" will be conducted in mid-March to give all of the lawyers currently involved in the many lawsuits a chance to review the manual and give suggestions for any changes. Once

the manuals are finalized, the Branch will hold a meeting with all of the program executives to review the final draft.

The next meeting of the Committee has been scheduled for February 17, 2006. If you would like to review copies of the latest drafts, please contact Beth or Lynn at the Branch.

#### **NEC-63 CONFERENCE REMINDER:**

The NEC-63 2006 spring conference is scheduled for March 9-10 in Monterey, CA. This year's spring symposium is titled "Commodity Promotion Evaluation Workshop for Researchers and Managers." The afternoon session on March 9th will be devoted to a training session about evaluations and how best to design and use them. If you have questions regarding the conference, please contact Lynn Morgan or Beth Jensen at 916-341-6005.

#### **ANNUAL SURVEY WILL ASSESS FINANCIAL CONDITION AND PERFORMANCE OF FARM HEALTH:**

The USDA's National Agricultural Statistics Service (NASS) is giving agricultural producers the opportunity to provide the financial data used by policymakers to draft the 2007 Farm Bill. California farmers and ranchers can make the facts known by participating in the Agricultural Resource Management Survey (ARMS) for 2005.

ARMS is the USDA's primary source of information about the current status and changes in financial conditions, production practices, use of resources and household well-being for both California and national agriculture. The survey results will show the impact of higher expenses, the shifting global markets, farmer production decisions and governmental policies on the agricultural economy. Data from the ARMS survey is used to measure the benefits of direct, counter-cyclical and ad hoc emergency payments as producers continue to look to the marketplace for economic reward.

"I strongly recommend that producers take the time and energy to respond to USDA's Agricultural Resource Management Survey," says Bob Young, Chief Economist, American Farm Bureau Federation. "ARMS data is the lifeblood to anyone looking at the numbers, the dollars and cents of U.S. agriculture."

Roger Cryan, Director of Economic Research, National Milk Producers Federation maintains, "ARMS helps us understand the extent to which hired labor is part of the average operation and what kind of investment farmers have to pass on to the next generation."

Many producers selected for this year's Agricultural Resource Management Survey have already received a questionnaire or have been contacted by a representative from the USDA-NASS California Field Office. Those who have not will be contacted during the February-March data collection period.

"The 2007 Farm Bill will set basic agricultural policy for the next five years," says Vic Tolomeo, Director, California Agricultural Statistics. "The bill requires estimates of income for both crop and livestock farms," added Tolomeo. "ARMS is the only source of data for these estimates."

Results will be published in a series of USDA reports on the current farm financial situation. Farm Production Expenditures, the first report with results from the survey, will be released in August 2006.

To view this report or to obtain a copy of any finished report, visit the NASS website at <http://www.nass.usda.gov/Publications/> or call the NASS Order Desk at 1-800-727-9540.

#### **CDFA ANNOUNCES VACANCIES ON THE FEED INSPECTION ADVISORY BOARD:**

The California Department of Food and Agriculture's Feed, Fertilizer, and Livestock Drugs Regulatory Services Branch is announcing two vacancies on the Feed Inspection Advisory Board. The board makes recommendations to the CDFA secretary on all matters pertaining to the feed inspection and enforcement program.

The term of office for a board member is three years. The members receive no compensation, but are entitled to payment of necessary traveling expenses in accordance with the rules of the Department of Personnel Administration.

Applicants should hold a current California Commercial Feed License or be a representative of a licensed firm. Individuals interested in being considered for a board appointment should send a brief resume by February 20, 2006 to the California Department of Food and Agriculture, Feed, Fertilizer, and Livestock Drugs Regulatory Services Branch, 1220 N Street, Sacramento, California 95814, Attention: Kent Kitade.

For additional information, visit the Branch's web page at: [www.cdfa.ca.gov/is/acrs/index.htm](http://www.cdfa.ca.gov/is/acrs/index.htm); or contact: Asif Maan, Branch Chief of Feed, Fertilizer, and Livestock Drugs Regulatory Services at (916) 445-0444, by fax, (916) 445-2171, or e-mail [AMaan@cdfa.ca.gov](mailto:AMaan@cdfa.ca.gov).

#### **CDFA ANNOUNCES VACANCY ON THE FERTILIZER INSPECTION ADVISORY BOARD:**

The California Department of Food and Agriculture's Feed, Fertilizer, and Livestock Drugs Regulatory Services Branch is announcing a vacancy on the Fertilizer Inspection Advisory Board. The board makes recommendations to the CDFA secretary on all matters pertaining to the fertilizer inspection and enforcement program.

The term of office for a board member is three years. The members receive no compensation, but are entitled to payment of necessary traveling expenses in accordance with the rules of the Department of Personnel Administration.

Applicants should hold a current California Fertilizing Materials License or be a representative of a licensed firm. Individuals interested in being considered for board appointment should send a brief resume by February 28, 2006 to the California Department of Food and Agriculture, Feed, Fertilizer, and Livestock Drugs Regulatory Services Branch, 1220 N Street, Sacramento, California 95814, Attention: Kent Kitade.

For additional information, visit the branch's web page at: [www.cdfa.ca.gov/is/acrs/index.htm](http://www.cdfa.ca.gov/is/acrs/index.htm); or contact: Asif Maan, Branch Chief of Feed, Fertilizer, and Livestock Drugs Regulatory Services at (916) 445-0444, by fax, (916) 445-2171, or e-mail ([AMaan@cdfa.ca.gov](mailto:AMaan@cdfa.ca.gov)).

#### **CPAC EXECUTIVE DIRECTOR SEARCH:**

The Colorado Potato Administrative Committee, Area II, seeks an Executive Director for a full-time position in its Monte Vista, Colorado, office. The Executive Director is responsible for providing leadership and implementing solutions for the Colorado potato industry and executes policies and programs as directed by the Committee members in compliance with USDA and Colorado State rules and regulations.

The successful candidate will have a proven track record in leadership. The position requires a strong background in budgeting, office operations, communications, staff supervision, and working with a Board of Directors (Committee members and alternates).

The position will represent the Colorado potato industry in various state and national organizations. This individual will oversee the Committee office and operations, and advise and lead the Colorado potato industry on trade, legislative, regulatory, environmental, marketing, and other agricultural commodity issues.

The Executive Director reports to a 14 member committee, facilitates various sub-committees, and supervises a staff of three.

The Committee offers a competitive salary, relocation assistance, medical benefits, and a vehicle for commuting and business use.

The position will remain open until filled. To apply, please send a cover letter and resume' to the Colorado Potato Administrative Committee, P. O. Box 348, Monte Vista, CO, 81144, or [lwcpac@fone.net](mailto:lwcpac@fone.net). Any additional information can be requested by calling the CPAC office, (719) 852-3322.

#### **MARKETING PROGRAM AND MARKETING BRANCH JOB ANNOUNCEMENTS:**

We routinely include notices of job openings with California marketing programs and other agricultural organizations in the Marketing Memo. Please contact Beth Jensen at 916-341-6005, or via e-mail at [bjensen@cdfa.ca.gov](mailto:bjensen@cdfa.ca.gov) to include information in this section.

#### **CITRUS NURSERY ADVISORY BOARD SEEKS MANAGER:**

The Citrus Nursery Advisory Board, an instrumentality of the California Department of Food and Agriculture, seeks a Program Manager for its California Citrus Nursery Research and Education Program (CCNREP). CCNREP is authorized to fund research and education for the betterment of the citrus nursery industry in California.

The Program Manager's primary responsibilities include:

- Planning and organizing meetings of the Board and its sub-committees and recording minutes of the meetings
- Managing implementation of the Board's decisions
- Preparing an annual budget and periodic financial and status reports
- Preparing and managing contracts and agreements
- Maintaining files and records
- Maintaining accounts
- Maintaining the list of citrus nurseries subject to assessment
- Preparing and updating the Citrus Nursery Information Book
- Distributing information to citrus nurseries and other interested parties
- Managing the assessment and production reporting process
- Working with the Marketing Branch, California Department of Food and Agriculture

The position is non-civil service part-time.

Qualifications for this position include:

- Experience with administration
- Experience with budgeting, accounting, and financial management
- An understanding of the research needs of the citrus nursery industry
- Good written and oral communication skills
- Good project management skills
- A well developed sense for helping others succeed

To apply for this position, submit resume to:

Citrus Nursery Advisory Board  
c/o Kathy Diaz-Cretu  
**Marketing Branch, Division of Marketing Services**  
**California Department of Food and Agriculture**  
**1220 "N" Street**  
**Sacramento, California 95814**

Resume must be received by February 17, 2006

### **CALIFORNIA CUT FLOWER COMMISSION SEEKS PRESIDENT**

The California Cut Flower Commission, a state government agency, is seeking applicants for a full-time position as President. Position is at-will, not civil service. The successful candidate will possess all or most of the following: BA or BS degree; knowledge of and/or experience with state or federal ag marketing programs; strong leadership skills and the ability to favorably represent the Commission to the industry, the general public, and other government agencies; government relations experience at the local, state and federal levels; effective personnel management and salary administration skills, including the ability to successfully supervise long-term staff and work with independent contractors; ability to work well with a board of directors, implement policy, and carry out directives; an understanding of promotion and marketing strategies, education and research proposals, and contracts; working knowledge of cash and accrual accounting methods and annual operating budgets; proven communication skills, including the ability to collaborate effectively with other industry associations. Frequent travel required. Position located in Santa Cruz County, CA, managing a staff of approximately five to ten employees. Salary commensurate with experience. Full benefits package including health, dental, reimbursed travel expenses, and retirement.

Qualified candidates should provide a descriptive cover letter outlining experience and qualifications, salary requirements, and available start date, a full professional resume, and three or more professional references to the Commission's Chairman, Dan Vordale, at [dan@oceanviewflowers.com](mailto:dan@oceanviewflowers.com) No telephone calls please. You can also visit us on our website at [www.ccfc.org](http://www.ccfc.org) under news and events.

**PEST DETECTION ADVISORY**

Attached is the Pest Detection Advisory of current pests affecting California agricultural products. If you have questions regarding this listing, please contact the CDFA Pest Detection Branch at 916-654-1211.

**MARKET ENFORCEMENT ADVISORY:**

Attached is the Market Enforcement Advisory Notice for February 2006. If you have questions regarding the notice, please contact the CDFA Market Enforcement Branch at 916-341-6276.